

**Information Industry Association**  
**25th Anniversary**  
**Convention & Global Congress**



In conjunction with The Global Alliance of  
Information Industry Associations (GAIIA)

**I N V I T A T I O N  
T O E X H I B I T**

**October 18-20, 1993  
Washington, DC  
Washington Renaissance Hotel**

**The IIA Exhibit is now organized and managed  
by Learned Information, Inc.**

The Information Industry Association invites you to participate in its 25th Anniversary Convention & Global Congress. The expected 3,000 attendees, representing high-volume information users as well as senior information industry executives, are eager to learn more about your information products and services.

The occasion of the 25th anniversary of the IIA insures a strong turnout of information professionals and a showcase of the finest information products and services. The theme for the 1993 convention is "Harnessing the Winds of Change—Strategies for the 21st Century" and reflects an IIA vision of the changing market environment for information services and the business opportunities that emerge as a result. The conference program will draw information managers and buyers from the U.S., Canada, and around the world.

IIA conferences have always attracted the most important executives from the information industry—a veritable "who's who" of the information business. Although the 1993 convention will be no different in that respect, the organizers are also reaching out to the information user community as attendees to this important conference. An ambitious radio, newspaper, and direct mail campaign is being organized to promote exhibit attendance from the greater Washington, D.C. area.

The IIA convention will also mark a milestone in the global growth of the information industry. The Global Alliance of Information Industry Associations (GAIIA) will hold its first global congress in conjunction with the IIA 25th Anniversary Convention. By including pavilions of information companies from around the world, the exhibition will reinforce the global nature of an expanding information marketplace.

Your exhibit at the 25th IIA Annual Convention & Exposition is an investment in excellence. Gain exposure to new prospects for your services and products and meet your current customers. Position your company as a part of a dynamic information industry in the U.S. as well as part of the expanding global information industry.

## WASHINGTON, D.C. OFFERS YOU

Washington, D.C. offers the exhibitor a unique blend of corporate, academic, and government attendees for an IIA conference. It goes without saying that a Washington conference offers unequalled exposure to the federal government sector. Less known perhaps is the fact that Washington, with surrounding areas of Maryland and Virginia, is one of the fastest growing corporate centers in the country. Even more importantly, Washington is a place where the value of information is understood and appreciated.

## EXHIBIT MANAGEMENT

The IIA exhibition is now organized, promoted, and managed by Learned Information, Inc., sponsor of the National Online Meeting, the largest online conference in North America. The same promotional effort which has made the National Online Meeting an annual success will insure a large turnout of information professionals and users at the IIA exhibition in 1993.

## CONFERENCE REGISTRATION

Each exhibitor is entitled to designate one individual to receive complimentary privileges as a full-conference registrant. An individual registering for the full conference receives access to all conference sessions. Tickets for special events—receptions, lunches, dinners—will be available for purchase. Booth personnel not registering for the conference will receive badges allowing them access to the exhibit hall at no charge.

## EXHIBIT TICKETS

Each exhibitor will be automatically given a supply of 100 exhibit tickets to send to clients and potential clients. Additional tickets may be obtained upon request.

## EXHIBIT PRICES

All booths are 10' x 8' unless otherwise noted. Prices range from \$1,350 to \$1,900 depending on the location in the hall. Individual booth prices are indicated on the floor plan on the following page.

## WHO SHOULD EXHIBIT

IIA exhibitors are a special group of the top companies which supply information services and products to institutions and consumers as well as those which supply support products and services to information industry companies. Among those who will participate in this landmark meeting are:

- Online services
- Database publishers
- Hardware suppliers: CD-ROM drives, modems, PCs, etc.
- Data capture services
- Electronic mail services
- Telecommunication networks and facilities
- CD-ROM developers and publishers
- Database management software publishers
- LAN developers
- Electronic publishing technology companies
- Gateway systems and software companies
- In short, anyone interested in reaching information users and producers

## EXHIBIT HOURS

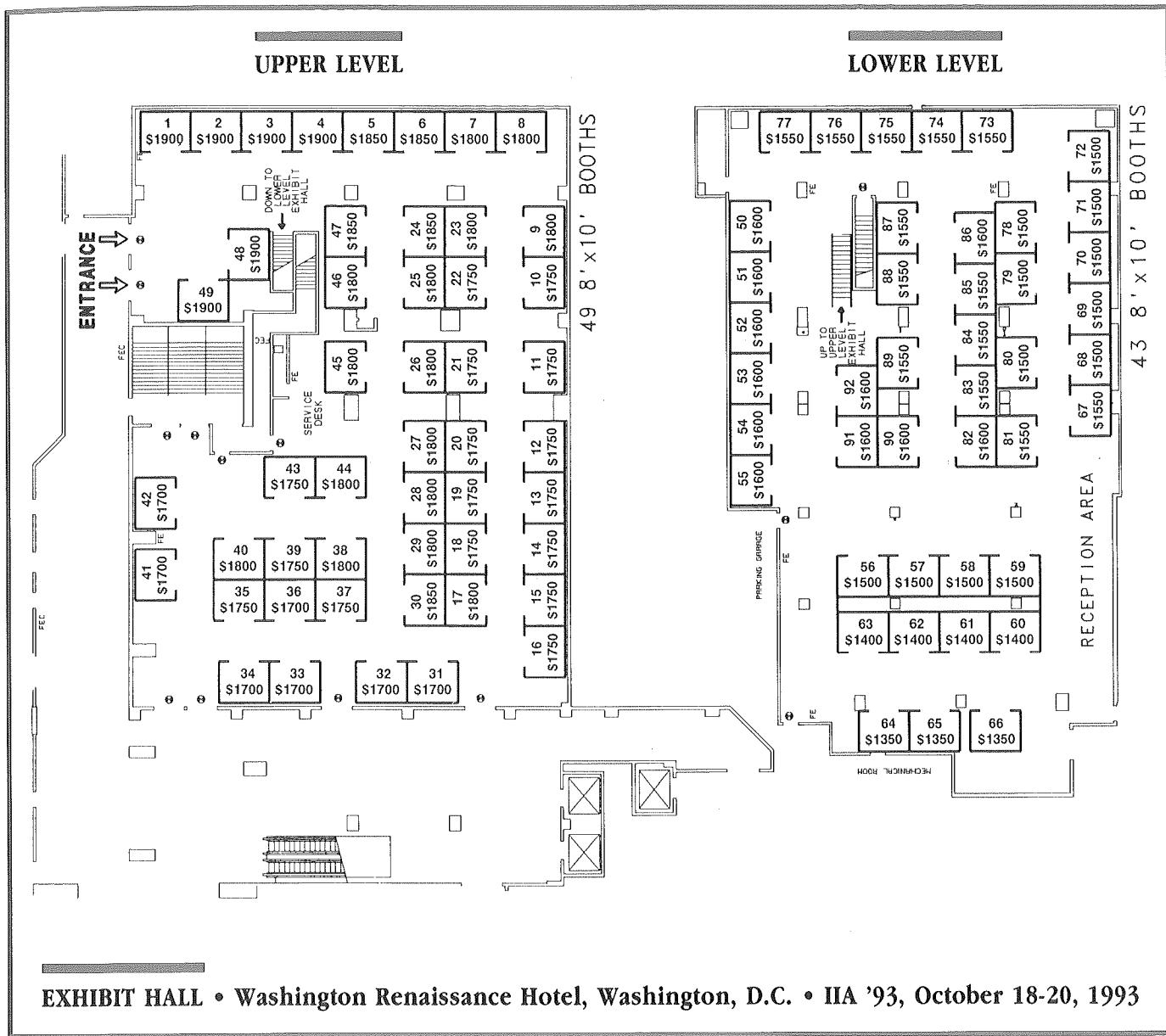
**Monday, October 18, 1993**  
10:30 AM to 6:00 PM

**Tuesday, October 19, 1993**  
10:00 AM to 6:00 PM

**Wednesday, October 20, 1993**  
10:00 AM to 3:00 PM

Throughout the IIA convention, special events will be scheduled in the exhibit hall to encourage all attendees to visit the exhibits. Beginning on Monday with a buffet luncheon in the exhibit hall and a conference-wide Exhibitors' Reception at 5:00 PM, we'll have exhibits-only hours every day with coffee breaks and other special activities scheduled in the exhibit hall.

# 25th Anniversary Convention & Global Congress



## BOOTH RESERVATIONS

Don't delay. Select your space and return your application as soon as possible. Return the enclosed contract along with a deposit equal to one-half the booth rental fee. Balances are due by July 1, 1993.

To reserve your space, contact:

Mike Zarrello  
**Learned Information, Inc.**  
 143 Old Marlton Pike  
 Medford, NJ 08055  
 Phone: 609-654-6266  
 Fax: 609-654-4309

## PROGRAM ADVERTISING

Keep your company name and your products in front of all conference attendees with your special ad in the Program Guide. Exhibitors receive special advertising discounts in this publication, which is used throughout the week and saved for future reference. Discounted exhibitor rates are:

Full Page \$590

Half page \$390

(Full page: 7" x 10"; Half page: 7" x 5")

Premiums for inside covers are \$175, and the premium for the back cover is \$300. Closing date for camera-ready copy is September 3, 1993.

## PORTFOLIO SERVICE

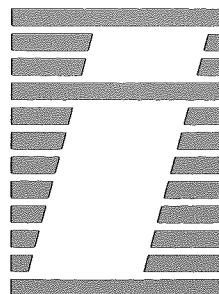
Achieve a front-of-mind position with attendees by placing your product literature in the registration kit they receive upon their arrival. The Portfolio Service is available only to exhibitors. The fee of \$325 includes the insertion of one piece weighing no more than one ounce, and organizations are limited to three insertions. Call for a price quotation on pieces weighing more than one ounce.

# A Partial Listing of Previous IIA Exhibitors

Accu-Weather; ADMAX; Advertising Research Corp.; AFT/InfoBase; AIRS; American Banker/Bond Buyer; American Business Information; American Communications & Engineering; American Information Network; Ameritech; APA Research; ASEC International; AT&T; Audiotex Directory; Baseline II Inc.; Bechtel Information Services; Bell Atlantic; BellSouth Corporation; Bernoulli Collection; Bloomberg Financial Markets; Bonneville; R. R. Bowker; Bowne & Co.; Business Week New Products; CCMi McGraw-Hill; Center for International Financial Analysis & Research; Commercial Data Processing; The Communication Studio; COMTEX; Contel ASC; Conversational Voice Technologies; Coopers & Lybrand; Compugraphic; Comtex Scientific Corp.; CorpTech; CTL Communications; Cuadra Associates; CUC International; DataAmerica; Database America; Data Broadcasting Corp.; Data Developments; Dataware Technologies; Datex; Dialog Information Services; Digital Equipment Corp.; Disclosure; Donnelly Marketing Services; Dow Jones Information Services Group; Dun & Bradstreet Corporation; Dun's Marketing Services; EIC/Intelligence; EAASY Sabre Travelers Access; EURIPA; Extranet; Equatorial

Communications; FactSet Data Systems, Inc.; Folio Corporation; Frost & Sullivan; Fulcrum Technology; Gale Research, Inc.; Geographic Data Technology, Inc.; Gregg Corporation; Group L Corporation; GFFIL; High Technology Development Corp.; IBM Corp.; ICS Office Technologies; IMNET; iNet Company of America; InfoGlobe; InfoMedia; Information Handling Service; Information Industry Association; Information Publishing Corporation; InfoText Magazine; Interactive Imaging, Inc.; IP Services; ISM Corporation; JAMPRO Ltd.; Knowledge Access International; Knowledge Industry Publication; KnowledgeSet Corp.; KURZWEIL AI; Kyodo News Int'l.; Learned Information, Inc.; LINK Resources Corporation; Lotus Development Corporation; LYNX Communications; Mainstream Data; Management Information Technologies; MCI Communications; Meridian Data Inc.; Metatec Discovery Systems; Micromedia; Microspace Communications; Minitel Services; Motorola; MultiLink Corp.; Natural Microsystems Corp.; Neuron Data; New Dominion Resources Corporation; NYNEX Corporation; Octel Communications Corporation; Official Airline Guides, Inc.; Online Access Guide; Online Computer

Systems; Pacific Bell; PALINTIR; PaperChase; PATH; PBS National Datacast; Philips Subsystems & Peripheral; Philips & DuPont Optical; Prentice Hall Online; Quantum Access; Quotron; Reality Technologies; Reference Technology; Regional Bell Companies; Reteaco; Runtime Innovations; SAZTEC Int'l.; SBN Corporation; SilverPlatter; Smithsonian Institution; Southam Business Information; Southern New England Telephone; Southwestern Bell Telephone; Sprint Gateways; Strategic Information Service; Strategic Intelligence System; Strategic Marketing Systems; Syntactic Analyzer; TEMPO Data; Telebase Systems, Inc.; Telecom Publishing; Telenet Communications; Telerate Systems; Texas Instruments; the Sombers Group, Inc.; Thomson & Thomson; TMS, Inc.; Transworld Systems; Trinet; Tri Star Publishing; TriTech; TRW Information Services Group; University Microfilms International; University of Pittsburgh with Syracuse, Drexel and Rutgers Universities; U. S. Videotel; U. S. West; Videotools; Viewfacts, Inc.; Voicetek; Wall Street Computer Review; WANG Financial Information Services; West Virginia's Office of the Future Project; Western Union; Worldata Inc.; Wright Investors Services.



# IIA '93

Information Industry Association  
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Washington Renaissance Hotel, Washington, DC  
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Learned Information, Inc.  
143 Old Marlton Pike, Medford, NJ 08055-8750  
Phone: 609/654-6266 FAX: 609/654-4309

For Office use only  
Booth # \_\_\_\_\_  
Date \_\_\_\_\_ Check # \_\_\_\_\_  
Amt. paid \_\_\_\_\_  
Invoice \_\_\_\_\_  
Date \_\_\_\_\_ Check # \_\_\_\_\_  
Amt. paid \_\_\_\_\_

## CONTRACT FOR EXHIBIT SPACE

Company name, complete address and telephone number as it should be published:

Company name \_\_\_\_\_ Company phone # \_\_\_\_\_  
Address \_\_\_\_\_  
City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_  
Contact person \_\_\_\_\_ Title \_\_\_\_\_ Telephone # \_\_\_\_\_

**Our choice of booths is as follows:** (All booths are 8' x 10' unless otherwise indicated.)

1st Choice—Booth(s) # \_\_\_\_\_ Total # of booths requested \_\_\_\_\_  
2nd Choice—Booth(s) # \_\_\_\_\_ Booth \_\_\_\_\_  
3rd Choice—Booth(s) # \_\_\_\_\_ Representative \_\_\_\_\_  
4th Choice—Booth(s) # \_\_\_\_\_ Title \_\_\_\_\_

## TO VALIDATE THIS CONTRACT:

- (1) Attach a check for one-half the booth rental payable to Learned Information, Inc. Contracts received after July 1, 1993 must be accompanied by full payment.
- (2) Agree to pay the balance of the booth rental prior to July 1, 1993.
- (3) Agree to be bound by and comply with the terms on the reverse side and any other rules and regulations determined by the IIA, Learned Information, Inc., its subcontractors or the host hotel.

Attached is our check payable to Learned Information, Inc.

50% payment \$ \_\_\_\_\_ 100% payment \$ \_\_\_\_\_

It is agreed that the space assigned to us will be acceptable to us unless we reject it within ten (10) days of receiving Learned Information's acceptance.

**We fully understand that this form shall become a binding contract upon acceptance of exhibit space by the applicant and is subject to the terms, conditions, rules, and regulations as set forth herein and on the reverse side.**

APPLICANT'S AUTHORIZED SIGNATURE

TITLE

DATE

**IMPORTANT! DO NOT MISS THIS BENEFIT. BE SURE TO INCLUDE A BRIEF DESCRIPTION OF YOUR EXHIBIT AS YOU WISH IT TO APPEAR IN PRINT (100 WORDS OR LESS).**

We are interested in the IIA Portfolio Service. Please send application, shipping instructions and further information.

We are interested in advertising opportunities in the final conference program. Please send more information.

# Exhibitor Agreement

## 1. Booth Assignments

Booth assignments will be made in the order that contracts are received at the offices of Learned Information. One-half of the booth rental fee must accompany applications for space. Phone reservations will be accepted but firm booth assignments will not be made until payment is received. The organizers will make every effort to place exhibitors in their preferred position and separate exhibitors from competitors where requested. The organizers reserve the right to change location assignments at any time.

## 2. Booths

A standard booth package (back and side wall draping and identification sign) is provided by Exhibition Management without cost to the exhibitor. If an exhibitor plans to install a completely constructed display of such a nature that the exhibitor will not require or desire the use of standard booth equipment, no part thereof shall so project as to obstruct the view of adjacent booths. Booth side dividers of a height in excess of 36" must not extend further than three feet out from the back wall. Booth walls must not exceed eight (8) feet in height. Island exhibits must not include a back wall that blocks visibility of neighboring booths. Any exceptions must first be approved by Exhibition Management. Audiovisual aids and/or equipment may not be played at a level that would interfere with adjacent exhibitors.

## 3. Payment and Cancellation

Booth rental shall be as indicated on the floor plan. One-half of the booth rental must accompany contract. The remaining half is due July 1, 1993. Contracts received after July 1, 1993 must be accompanied by full payment. Exhibitors may cancel this agreement by written notice to the organizers. Cancellations made prior to August 2, 1993 will be subject to a 50% cancellation fee. No refunds will be made on cancellations after August 2, 1993.

## 4. Use of Space

No exhibitor shall permit any other corporation or firm or its representatives to use the space allotted to him, nor shall he display articles not manufactured or sold normally by him. Requests for co-participation by any other corporation or firm or its representatives in space assigned to the original applicant must be made in writing to Exhibition Management. If permission is granted by Exhibition Management, there will be an additional charge of \$150.00 per day for each additional participant for the run of the particular conference or convention. Exhibitors shall not sublet booths or assign this lease in whole or in part without the prior consent of the organizers.

## 5. Limitation of Liability

The exhibitor shall indemnify the organizers against all claims, demands, actions, expenses, damages, penalties or proceedings arising out of or in any way connected with the exhibitor's occupancy and use of the exhibition premises or any part thereof. Exhibitors will be required to meet the cost of making good any damage to floors, walls, structures, and accessories.

The exhibitor assumes the entire responsibility and liability for losses, damages, and claims arising out of injury or damage to exhibitors' displays, equipment, and other property brought upon the premises of the hotel and shall indemnify and hold harmless the hotel agents, servants, and employees from any and all such losses, damages and claims.

## 6. Security and Insurance

The organizers will take reasonable care to ensure security in the exhibition area. The organizers will not be liable for damage or loss to exhibitor's property, nor shall they be liable for any injury that may occur in the exhibition areas. Exhibitors should make their own insurance agreements.

## 7. Protection of the Exhibit Hall Facility

Nothing shall be posted on or tacked, nailed, screwed or otherwise attached to columns, walls, floors, or other parts of the hotel, conference or convention hall exhibit area without permission from the proper building authority and Exhibition Management. Packing, unpacking and assembly of exhibits shall be done only in designated areas and in conformity with directions of the Exhibition Manager, the hotel, conference or convention hall manager, or their assistants.

## 8. Installation and Dismantling

The specific requirements as to time for installation and dismantling of exhibits shall be supplied to each exhibitor. Such requirements shall be binding. All displays must be in place and set up by the time of the official opening of the show. Space not occupied or set up by that time may be reassigned for other purposes. No exhibits shall be dismantled before the official closing time of the show.

## 9. Default Occupancy

Any exhibitor failing to occupy space which has been contracted is not relieved of the obligation of paying for such space at the full rental price, and the Exhibition Management shall have the right to use such space as it sees fit to eliminate empty space in the exhibit hall, provided such booth space is not occupied by one hour before the official show opening.

## 10. Distribution of Printed Matter, Etc.

Neither exhibitors nor non-exhibitors shall distribute to the conference or convention delegates printed matter, samples, souvenirs and the like, except from within rented spaces. Special distribution of such matter elsewhere must be approved by the Exhibition Management.

## 11. Use of Paging System

The paging system in the Exhibit Hall is for the use of Exhibition Management. Exhibitors wishing to make announcements may do so only with the approval of the meeting organizers.

## 12. Agreement to Conditions

Each exhibitor for himself and his employees agrees to abide by these conditions, it being understood and agreed that the sole control of the exhibit hall rests with the Exhibition Management.

## 13. Amendments

The organizers shall have sole authority to interpret and enforce all rules and regulations contained herein, and to make any amendments thereto and to make such further rules and regulations as shall be necessary for the orderly conduct of the exhibition.